

CITY OF JERSEY CITY

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Jersey City to Launch ‘Buy Fresh, Buy Local’ Chapter as Part of Project 365: Jersey City Green Week Jersey City Chapter is Only Municipal BFBL Chapter in New Jersey

JERSEY CITY – Mayor Jerramiah T. Healy, members of the **Jersey City Planning Division**, and several **local food organizations** and restaurants will help launch the **Jersey City Chapter of Buy Fresh, Buy Local**, a national network of organizations dedicated to supporting efforts to rebuild local food systems and promote sustainable agriculture at an **11 a.m. press conference on Thursday, May 3, 2012**, at the **Light Horse Tavern, 199 Washington Street**.

The launch is part of **Project 365: Jersey City Green Week**, which is featuring a host of sustainability events through Saturday, May 5th. One feature has been discounts at local restaurants and retailers with a “green pass” downloadable from the Project 365: Jersey City Green Week website.

“What better way to promote sustainability than to support your local businesses,” said **Mayor Healy**. “And with the launch of the Buy Fresh, Buy Local chapter, we will also be supporting local agriculture and develop better local food systems which has both sustainability and health benefits.”

Additionally, **May 3rd has been designated as Jersey City’s shop/eat/stay local day**. As part of the celebration, the Jersey City Buy Fresh Buy Local Chapter is encouraging residents to eat a locally sourced food plate at one of our BFBL members: the **Light Horse Tavern, Skinner’s Loft, Made With Love, The Iron Monkey**, and the **Liberty House Restaurant**.

The Jersey City Buy Fresh Buy Local Chapter is a partnership between the Jersey City Planning Division, the Jersey City Food Co-op, the Farms in the Heights, Garden State Urban Farms, and City Green. The mission is to build a local food base for Jersey City connecting residents, restaurants, and farmers – with a particular focus on urban farmers – through its membership. The BFBL chapters help connect consumers in their local communities with local food from farmers they can know and trust through outreach events, local food guides, and educational materials.

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At **7:30 p.m.**, the special presentation of the movie “**Food Miles**” will be shown in **City Hall Council Chambers, 280 Grove Street**. Ann Karlen, Director of Fair Food Philly will also give a guest appearance with a Q&A session. The film documents how in the 21st century global food economy most foods travel an average of 1,500 miles from farm to plate. As renowned author Michael Pollan elaborates, the impacts of this fossil fuel-driven system are detrimental to the environment, but also to our health and social well-being. Writer Michael Shuman argues that investing in local food systems lessens the distance between who we are and what we eat, and creates wealth in the community

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Jerramiah T. Healy at 201-547-4836 or 201-376-0699./////